

846 B1 47. (New) An apparatus for preparing and transmitting electronic program information toward a plurality of receiving terminals, comprising:

electronic program information preparing means for preparing both of a first and second type of electronic program information; wherein said first type of program information has a first amount of detail, and is adapted to be carried along with a broadcast of other data related to a specific broadcast channel service, and wherein said second type of electronic program information has a second, different, amount of detail, has an at least partially different description of program information than said first type of program information, and is adapted to be carried in along with a further broadcast of other data that are different from said broadcast data of the specific broadcast channel service;

electronic program information distributing means for distributing said prepared first and second types of electronic program information into both of the broadcast of data related to said specific broadcast channel service and said further broadcast of data, respectively; and

means for transmitting both of the broadcast of data related to the specific broadcast channel service and the further broadcast of data toward the receiving terminals.

48. (New) The electronic program information preparing and transmitting apparatus according to claim 47, wherein the electronic program information preparing means includes means for changing the first and second amounts of detail on the basis of amount of detail setting electronic information that controls the amount of detail to be contained in said first and second types of electric program information, respectively.

49. (New) The electronic program information preparing and transmitting apparatus according to claim 47, wherein the amount of detail in said first program information is greater in description of program information than said second type of program information.

50. (New) The electronic program information preparing and transmitting apparatus according to claim 49, wherein the electronic program information preparing means includes means for changing the first and second amounts of detail on the basis of amount of detail setting electronic information that controls the amount of detail to be contained in the first and second types of electric program information, respectively.

51. (New) The electronic program information preparing and transmitting apparatus according to claim 47, further comprising said electronic program information preparing means that is configured to increase at least one of the first and second amounts of detail as a function of additions to the detailed description of a program to the first and second types of electronic program information.

52. (New) The electronic program information preparing and transmitting apparatus according to claim 51, wherein the electronic program information preparing means further comprises means for changing the first and second amounts of detail on the basis of electronic information detail setting information that controls the amount of detail to be contained in the first and second types of electric program information.

53. (New) The electronic program information preparing and transmitting apparatus according to claim 47, wherein the electronic program information preparing means is configured to increase the amounts of detail contained in said first and second types of electronic program information corresponding to an increase in the descriptions of the first and second types of electronic program information caused by said program information extending over an increased period of time.

54. (New) The electronic program information preparing and transmitting apparatus according to claim 53, wherein the electronic program information preparing means further comprises means for changing the amount of detail in said first and second types of electronic program information on the basis of electronic information amount of detail setting information that indicates a changed amount of detail for the first and second types of electronic program information, respectively.

55. (New) A method of preparing and transmitting electronic program information toward a plurality of receiving terminals, comprising the steps of:

preparing both of a first type of electric program information, having a first amount of detail, that is adapted to be carried along with the transmission of broadcast data related to a specific broadcast channel service, and a second type of electronic program information having a

second, different in description, amount of detail that is adapted to be carried in a different transmission of further broadcast data;

distributing the prepared first and second types of electronic program information into the broadcast data of the specific broadcast channel service and the further broadcast data, respectively; and

transmitting both of the broadcast data and the further broadcast data toward the plurality of receiving terminals.

56. (New) The method according to claim 55, wherein there is a greater amount of detail in said first program information description than in said second program information description.

57. (New) The method according to claim 55, further comprising increasing the amount of information in said first and second types of program information, respectively; and correspondingly increasing the first and second amounts of detail.

58. (New) The method according to claim 57, wherein, said increase in information is a function of including a longer period of time in the description of the first and second types of electronic program information.

59. (New) An electronic program information preparing and transmitting apparatus for preparing and transmitting electronic program information toward a plurality of receiving terminals, comprising:

electronic program information preparing means for preparing a first electronic program information having a first amount of detail and that is adapted to be carried along with transmission of broadcast data of at least one of a plurality of broadcast channel services provided by a central broadcast service station, and having a second electronic program information having a second, different, amount of detail and that is adapted to be carried in a further flow of broadcast data of a further channel service that is not provided by said central broadcast service station;

electronic program information distributing and transmitting means for distributing the prepared first and second electronic program informations into operative association with the broadcast data of at least one broadcast channel service(s) provided by the central broadcast service station and the further broadcast data of the further channel service, respectively, and

means for transmitting both of the broadcast data and the further broadcast data, including said electronic program informations, respectively, toward the receiving terminals.

60. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the electronic program information preparing means further comprises means for changing the first and second amounts of detail in said first and second electronic program informations, respectively, on the basis of electronic information amount of detail setting information that controls the amount of detail that is acceptable in the first and second electronic program information.

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Contt 61. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the electronic program information preparing means further comprises means for changing the correspondence between the channel service provided by each broadcast service station and the broadcast data, by distributing the first and second electronic program information into the respective transmissions of broadcast data on the basis of information that revises correspondences between each broadcast service station and the channel service provided by each broadcast service station.

62. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the first amount of detail has a greater description of program information than does the second amount of detail.

63. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the electronic program information preparing means further comprises means for changing the first and second amounts of detail on the basis of electronic information amount of detail setting information that controls the amount of detail acceptable in the first and second electronic program informations.

64. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the electronic program information preparing means further comprises means for changing the correspondence between the channel service provided by each broadcast service station and the broadcast data, by distributing the first and second electronic program informations into the respective transmissions of broadcast data on the basis of information that indicates a change in the correspondences between each broadcast service station and the channel service provided by each broadcast service station.

65. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the electronic program information preparing means is configured to increase the first and second amounts of detail, correspondingly to the addition of further detailed description of each program, in the first and second electronic program informations.

66. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the electronic program information preparing means further comprises means for changing the first and second amounts of detail on the basis of electronic information amount of detail setting information that controls the amount of detail for the first and second electric program informations, respectively.

67. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the electronic program information preparing means further comprises means for changing the correspondence between the channel service provided by each broadcast service station and the flow of broadcast data, by distributing the first and second electronic program informations into the respective transmissions of broadcast data on the basis of information that indicates correspondences between each broadcast service station and the channel service provided by each broadcast service station.

56 B² 68. (New) The electronic program information preparing and transmitting apparatus according to claim 62, wherein the electronic program information preparing means further comprises means to increase the amount of detail in said first and second program information to

correspond to a longer period of time being included in the description of the first and second electronic program informations.

69. (New) The electronic program information preparing and transmitting apparatus according to claim 68, wherein the electronic program information preparing means further comprises means for changing the first and second amounts of detail on the basis of electronic amount of detail setting information that controls the degree of detail in the first and second electronic program informations.

70. (New) The electronic program information preparing and transmitting apparatus according to claim 68, wherein the electronic program information preparing means further comprises means for changing the correspondence between the channel service provided by each broadcast service station and the broadcast data, by distributing the first and second electronic program information into the respective transmissions of broadcast data on the basis of information that indicates correspondences between each broadcast service station and the channel service provided by each broadcast service station.

71. (New) A method of preparing and transmitting electronic program information toward a plurality of receiving terminals, comprising the steps of:

preparing both:

a first electronic program information having a first amount of detail in its description of program information, and adapted to be carried in a flow of broadcast data of at least one of a plurality of channel services provided by a central broadcast service station, and

a second electronic program information having a second, different, degree of detail in its description of program information, and adapted to be carried in a different flow of further broadcast data of a different channel service that is not provided by the same central broadcast service station;

distributing the prepared first and second electronic program informations into the flow of broadcast data of at least one channel service provided by the central broadcast service station and the different flow of further broadcast data of the different channel service; and

transmitting both of the flow of broadcast data and the different flow of further broadcast data toward the receiving terminals.

72. (New) The method according to claim 71, further comprising providing a greater amount of description detail in said first program information than the amount of description detail in said second program information.

73. (New) The method according to claim 72, wherein said preparing step further comprises increasing the first and second amounts of detail corresponding to an addition of further detail description of each program to the first and second electronic program informations.

74. (New) The method according to claim 72, wherein said preparing step further comprises increasing the amounts of detail in said first and second electronic program informations corresponding to descriptions of the first and second electronic program informations that cover a longer period of time.

75. (New) An electronic program information preparing and transmitting apparatus for preparing and transmitting electronic program information toward a plurality of receiving terminals, comprising:

describing means for describing information about a program to be transmitted, using a transmission band that encompasses a plurality of channels, into a program information carried in each of the plurality of channels; and

means for transmitting the program information, channel by channel, toward the receiving terminals.

76. (New) An electronic program information preparing and transmitting apparatus for preparing and transmitting electric program information toward a plurality of receiving terminals, comprising:

describing means for converting information, about a program to be transmitted using a transmission band that covers a plurality of channels, into program information adapted to be

carried in only one channel, and into reference information adapted to be carried in at least one other channel(s); and

means for transmitting the program information, channel by channel, toward the receiving terminals.

77. (New) An electronic program information receiving apparatus for receiving electric program information that has been transmitted, comprising:

determining means for determining whether or not information about a program to be transmitted, using a transmission band that encompasses a plurality of channels, is described in a program information carried in each of the channels to be used for the transmission of said program; and

where the determination performed by the determination means is affirmative, displaying a program guide showing that the program is to be broadcast using a transmission band that encompasses a plurality of channels.

78. (New) An electronic program information receiving apparatus for receiving electric program information that has been transmitted, comprising:

determining means for determining whether or not:

(i): information about a program to be transmitted using a transmission band that encompasses a plurality of channels is described in a program information carried in only one of the channels; and

(ii): only information that makes reference to the program is described in one or more remaining channels; and

wherein, if the determination performed by the determining means is affirmative, displaying a program guide showing that the program is the same as a program to be broadcast in at least one of the remaining channels.

79 (New) An electronic program information receiving apparatus for receiving electric program information that has been transmitted, comprising:

a first determining means for determining whether or not:

(i): information about a program to be transmitted using a transmission band that encompasses a plurality of channels is described in a program information carried in only one of the channels; and

(ii): only information that makes reference to the program is described in at least one remaining channel(s);

a first displaying means adapted, where the determination performed by the first determining means is affirmative, to display on a program guide at least part of the information about the program referred by a further program to be broadcast on at least one of the remaining channel(s), in cases;

a second determining means for determining whether or not either the program or the further program has been selected on the program guide; and

a second displaying means adapted to visually display both of the program and the further program that have been selected.

80. (New) The electronic program information preparing and transmitting apparatus according to 47, wherein the flow of broadcast data is a transport stream to be transmitted.

81. (New) The method according to claim 55, further comprising transmitting the broadcast data in a transport stream.

82. (New) The electronic program information preparing and transmitting apparatus according to claim 59, wherein the broadcast data is a transport stream to be transmitted.

83. (New) The method according to claim 71, further comprising transmitting the flow of broadcast data in a transport stream.

84. (New) The electronic program information preparing and transmitting apparatus according to claim 49, wherein the broadcast channel service comprises a television channel service, and the electronic program information comprises electronic program information for television.